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**Listing of Claims:** 

Claim 1. (Previously presented) A mobile services network for management of

service components in an electronic device, the mobile services network comprising:

a plurality of regions of data and content in the electronic device;

a plurality of server-side components, each of the server-side components

remotely managing at least one associated region of the plurality of regions of data and

content in the electronic device; and

wherein remote access to each of the plurality of regions of data and content in

the electronic device is controlled by an associated one of a plurality of security

mechanisms enabling a particular one of the plurality of server-side components to

securely access or manage the at least one associated region of the plurality of regions

of data and content.

Claim 2. (Original) The mobile services network according to claim 1, wherein

the plurality of server-side components further comprise:

a plurality of repositories providing data and content for the electronic device,

each of the plurality of repositories being capable of managing at least one region of

data and content in the electronic device.

Claim 3. (Cancelled)

Claim 4. (Original) The mobile services network according to claim 1, wherein

the plurality of regions of data and content in the electronic device comprise:

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a corporation related data and content region being managed by a corporate

server-side component:

an end-user related data and content region being managed by an end-user

related server-side component;

an operator related data and content region being managed by an operator

related server-side component; and

a manufacturer related data and content region being managed by a

manufacturer related server-side component.

Claim 5. (Original) The mobile services network according to claim 1, further

comprising:

a management server for managing the electronic device, wherein the plurality of

server-side components manage the plurality of regions of data and content in the

electronic device via the management server.

Claim 6. (Original) The mobile services network according to claim 5, wherein

each of the plurality of server-side components are adapted to manage creating,

updating, deleting, and configuring at least a corresponding one of the plurality of

regions of data and content.

Claim 7. (Original) The mobile services network according to claim 6, wherein

each of the plurality of server-side components is associated with a corresponding

region of the plurality of regions of data and content and each of the plurality of serverside components is further adapted to manipulate and manage the corresponding

region.

Claim 8. (Original) The mobile services network according to claim 7, wherein

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the plurality of regions of data and content further comprise:

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a firmware region managed by a management server which is managed by a

wireless operator:

an operating system region managed by the wireless operator;

a corporate logos region managed by a corporate user access management

server;

a corporate confidential data and software region managed by the corporate user

access management server; and

a user data region managed by the end-user.

Claim 9. (Original) The mobile services network according to claim 8, wherein

each of the plurality of regions of data and content comprise at least one update agent

associated therewith for updating data and content, and wherein the at least one update

agent is adapted to add, delete, configure, update, and manage associated regions of the plurality of regions of data and content.

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Claim 10. (Original) The mobile services network according to claim 1, wherein

the electronic device comprises one of a mobile cellular phone handset, personal digital

assistant, pager, MP3 player, and a digital camera.

Claim 11. (Previously presented) A mobile services network comprising an

electronic device having access to a plurality of services, and wherein the electronic

device being adapted to be managed remotely, the mobile services network comprising:

a management server for managing access to a plurality of services associated

with the electronic device;

a plurality of service management repositories, each service management

repository arranged to remotely manage at least one associated service component of a

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plurality of service components installed in non volatile memory of the electronic device;

and

wherein secure access to each of the plurality of associated service components

in the electronic device by a corresponding one of the plurality of service management

repositories is controlled by an associated one of a plurality of security mechanisms in

the electronic device.

Claim 12. (Original) The mobile services network according to claim 11, wherein

the associated service components comprise:

at least one firmware and operating system layer;

a communication stack:

corporate data; and

end-user personal data, wherein each of the associated service components

employ a corresponding security service available in the electronic device.

Claim 13. (Original) The mobile services network according to claim 12, wherein

the plurality of service management repositories further comprise:

a corporate management server and repository for managing corporate data in

the electronic device:

an operator management server and repository for managing the communication

stack in the electronic device;

a manufacturer management server and repository for managing the at least one

firmware and operating system layer in the electronic device; and

an end-user management server and repository for managing end-user personal

data in the electronic device.

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Claim 14. (Original) The mobile services network according to claim 11, wherein

the electronic device comprises one of a mobile cellular phone handset, personal digital

assistant, pager, MP3 player, and a digital camera.

Claim 15. (Previously presented) A mobile network for updating firmware and

software in an electronic device, the mobile network comprising:

a management server facilitating management of firmware and software in the

electronic device:

a corporate virtual user group management server for corporate virtual user

group management:

a corporate software repository being employed for corporate virtual user group

management and for securely distributing corporate software and corporate data to at

least one of a plurality of separate segments of non-volatile memory in the electronic

device, the at least one segment associated with a particular user group; and

wherein remote access to each of the plurality of segments of non-volatile

memory by the management server is controlled by an associated one of a plurality of

security mechanisms in the electronic device.

Claim 16. (Original) The mobile network according to claim 15, further

comprising a digital rights management server for disseminating rights to use corporate

software and corporate data disseminated by the corporate virtual user group

management server.

Claim 17. (Original) The mobile network according to claim 16, wherein the

electronic device further comprises:

non-volatile memory; and

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a corporate data segment for storing and managing corporate software and

corporate data in non-volatile memory, wherein management of the corporate data

segment being conducted solely by the corporate virtual user group management

server.

Claim 18. (Original) The mobile network according to claim 16, further

comprising:

the corporate software repository being employed to update corporate software

and corporate data in the corporate data segment in non-volatile memory of the

electronic device; and

an update package repository being employed to retrieve update packages for

updating firmware and software in the electronic device.

Claim 19. (Original) The mobile network according to claim 18, wherein

software in the electronic device comprises:

an operating system; and

a plurality of applications updateable by the management server.

Claim 20. (Original) The mobile network according to claim 15, wherein the

electronic device comprises one of mobile cellular phone handset, personal digital

assistant, pager, MP3 player, and a digital camera.

Claim 21. (Previously presented) A method of managing a corporate data

segment in an electronic device, the method comprising:

retrieving corporate software and corporate data from a corporate data repository

and facilitating retrieval via a corporate virtual user group management server;

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storing retrieved corporate software and corporate data in a corporate data

segment of the electronic device;

retrieving rights to access or execute corporate software and corporate data from

a digital rights management server;

updating the corporate data segment;

wherein the electronic device comprises a plurality of logically separate data

segments; and

wherein remote access to each of the plurality of data segments by a

corresponding one of a plurality of data repositories is controlled by an associated one

of a plurality of security mechanisms in the electronic device.

Claim 22. (Original) The method according to claim 21, further comprising:

incorporating verification information in corporate software and corporate data

retrieved from the corporate data repository; and

updating the corporate data segment in the electronic device only after

verification of the verification information.

Claim 23. (Original) The method according to claim 22, further comprising:

incorporating end-user authentication information in corporate software and

corporate data during retrieval from the corporate data repository.

Claim 24. (Original) The method according to claim 21, wherein the electronic

device comprises one of mobile cellular phone handset, personal digital assistant,

pager, MP3 player, and a digital camera.

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Claim 25. (Previously presented) A mobile services network for managing firmware and software in an electronic device, the mobile services network comprising:

a plurality of management servers for managing different logical segments of

non-volatile memory of the electronic device;

the electronic device comprising non-volatile memory segmented into a plurality

of logical segments with a different one of the plurality of management servers

associated with each of the plurality of logical segments; and

wherein remote access to each of the plurality of logical segments of non-volatile

memory by a corresponding one of a plurality of management servers is controlled by

an associated one of a plurality of security mechanisms in the electronic device.

Claim 26. (Original) The mobile services network according to claim 25, wherein

the plurality of management servers employing digital rights management for security and for authorizing access to an associated one of the plurality of logical segments in

the electronic device

Claim 27. (Original) The mobile services network according to claim 26, wherein

the plurality of segments comprise a corporate data and software segment being associated with a corporate data management server being one of the plurality of

management servers.

Claim 28. (Original) The mobile services network according to claim 27, wherein

the electronic device comprises a corporate data and software segment, and the

electronic device being associated with a corporate user membership for an employee

of a corporation, wherein the corporate data management server being adapted to erase at least a portion of the corporate data and software segment on the electronic

device when the employee of the corporation associated with the electronic device

severs an employment relationship.

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Claim 29. (Original) The mobile services network according to claim 27, wherein the electronic device comprises a corporate data and software segment, and the

electronic device being associated with a corporate user membership for an employee

of a corporation, the corporate data management server being adapted to disable the electronic device when the employee of the corporation associated with the electronic

device severs an employment relationship.

Claim 30. (Original) The mobile services network according to claim 27, wherein

the electronic device comprises a corporate data and software segment, and the electronic device being associated with a corporate user membership for an employee

of a corporation, wherein the corporate data management server is adapted to disable

access to the corporate data and software segment of the electronic device to prevent

unauthorized access to the corporate data segment in the electronic device.

Claim 31. (Original) The mobile services network according to claim 27, wherein

the electronic device is associated with end-user membership in a user group, and the

electronic device comprises an end-user data and software segment, the end-user data

and software segment comprising:

a plurality of gaming software and address book data; and

an end-user data and software management server, the end-user data and

software management server facilitating management of the end-user data and

software segment:

facilitating membership to the user group, and

authorizing access to the end-user data and software segment by at least one of

a plurality of management servers.

Claim 32. (Original) The mobile services network according to claim 25, wherein

the electronic device comprises one of mobile cellular phone handset, personal digital

assistant, pager, MP3 player, and a digital camera.

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